

Message Text

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ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 BIB-01 PA-01 /018 W

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R 281646Z FEB 75

FM AMEMBASSY MOSCOW

TO USIA WASHDC

INFO SECSTATE WASHC 7697

AMEMBASSY BUCHAREST

AMCONSUL LENINGRAD

AMEMBASSY WARSAW

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STATE FOR CU/EE AND EUR/SOV

E.O. 11652 N/A

TAGS: PFOR UR

SUBJ: VIST BY FRED COHEN OF PBS

REF: MOSCOW 2332

1. DURING USEFUL VISIT FEB. 23-26, PBS INTERNATIONAL COORDINATOR FRED COHEN AND STATE COMMITTEE FOR TV AND RADIO AGREED TO EXPLORE POSSIBLE EXCHANGE OF CULTURAL OR ENVIRONMENTAL PROGRAMS ON EVE OF OR DURING APOLLO-SOYUZ SHOT. BOTH PARTIES FURTHER AGREED TO PROCEED SLOWLY BUT CONCRETELY FOR DEVELOPING EXCHANGES AND, WELL DOWN ROAD, POSSIBLE CO-PRODUCTION OR EVEN AGREEMENT AS SUCH. FIRST STEPS, FOLLOWING POSITIVE TWO-HOUR MEETING, SCREENING OF THREE TV FILMS (ONLY ONE ACCEPTABLE TO COHEN) AND EVENING RECEPTION FEB. 23 WITH RARE GOOD TURNOUT BY UNUSUALLY FRIENDLY OFFICIALS, CALL FOR EXCHANGE OF FILM LISTS AND SCREENINGS ON BOTH SIDES ATLANTIC. COHEN PROMISED TO FOLLOW-UP IMMEDIATELY ON RETRUN TO WASHINGTON MARCH 3. POSSIBILITY OF FILM PURCHASES ALSO DISCUSSED AND PROBLEMS RAISED BY TECHNICAL DIFFERENCES.

2. SOVIET OFFICIALS REACTED POSITIVELY TO COHEN'S SUGGESTION THAT LEADING SOVIET JOURNALISTS PARTICIPATE IN PBS SERIES, AS OTHERS SEE US, AND POLITELY EVADED ANOTHER SUGGESTION THAT
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GEN-SEC. BREZHNEV BE INTERVIEWED BY BILL MOYERS FOR HIS

JOURNAL PROGRAM.

3. COHEN ALSO EXPLORED FILM ACQUISITION WITH NOVOSTI PRESS AGENCY, GOSKINO AND SOVEXPORTFILM WHILE NOTING LIMITED BUDGET. HE AGREED TO EXCHANGE FILM LISTS WITH NOVOSTI TV DEPARTMENT, WHICH OFFERED COOPERATIVE ARRANGEMENT (I.E., "CREATIVE" SHOOTING BY NOVOSTI AND OVERSEAS MARKETING BY PBS) AND POSSIBLE DISTANT FUTURE CO-PRODUCTION; FYI, NOVOSTI ALSO OFFERED TO HELP PLACE PBS FILMS IN EASTERN EUROPE, BUT COHEN RESOLUTELY PREFERES STATION-TO-STATION CONTACTS AND WELL AWARE OF IMPLICIT POLITICAL SENSITIVITIES. HE ALSO AGREED TO CONSIDER GOSKINO/SOVEX-PORTFILM OFFER OF "BATTLE OF BERLIN" FOR SHOWING DURING V-E DAY 30TH ANNIVERSARY CELEBRATION IN MAY.

4. FYI, SATRA FILM TRADING CORP. REPRESENTATIVE KAPSTEIN, WHO MET WITH COHEN AND EMBOFF, REPORTED PLANS FOR SOVIET FILM WEEK AT NEW YORK'S LITTLE CARNEGIE THEATER IN EARLY MAY IN HONOR V-E DAY.
STOESSEL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS, MEETINGS, MOTION PICTURES
Control Number: n/a
Copy: SINGLE
Draft Date: 28 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MOSCOW02770
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750072-0425
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975023/aaaaacdgtel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 MOSCOW 2332
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 29 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 MAY 2003 by BoyleJA>; APPROVED <02 JUN 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: VIST BY FRED COHEN OF PBS
TAGS: PFOR, UR, (COHEN, FRED)
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006